



## **Idaho Grape Growers & Wine Producers Commission**

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### **Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting December 17th, 2015 9:00am**

#### **Present**

**Board:** Gregg Alger, Huston Vineyards; Melissa Sanborn, Colter's Creek Winery; Maurine Johnson, Ste. Chapelle Winery (via phone); Mike Williamson, Williamson Orchard and Vineyard; Steve Meyer, Pend d'Oreille Winery (via phone)

**Commission:** Moya Dolsby, Shelley Bennett, Sara Dirks (via video) and Brenna Christison

**Other:** Hailey Minder, Telaya Wine Co.; Roger Batt, Legislative Educator (via phone); Robin Young and Bob Young, Treasure Valley Wine Society; Jim Thomssen, D.L. Evans Bank; Jon Harding, Colter's Creek Winery; Julia Taylor; Jungmin Lee, USDA (via video); Ron Bitner, Bitner Vineyards; David Wilkins, Boise State University

#### **Call To Order**

Dolsby called the meeting to order at 8:58 am.

#### **Approval of Minutes**

Dolsby presented the November minutes. With no need for discussion, Williamson moved to approve the minutes. Sanborn seconded. Motion carries.

#### **Soil Update from David Wilkins and Ron Bitner**

Wilkins and Bitner presented on their Sunnyslope region soil research. They are working with a few other people to analyze and characterize the soils, climate and effects climatic change has on soils. They are analyzing data of 17 different soil pits with funding from a grant that will run through middle of 2017. Wilkins would like to discuss the possibilities of working with the Commission to secure a website where data can be housed, analyzed and utilized by industry members. Sanborn would like to look at adding Northern Idaho to this project and look at other avenues for grant funds. Dolsby will be setting up a meeting with key players to discuss further.

Wilkins and Alan Busacca will be presenting a more detailed version on their soil research at the Commission's annual meeting in February.

#### **Financial Report**

##### **Approve Expenses**

Christison presented the November financials. With no need for discussion, Sanborn moved to approve the financial reports as presented. Williamson seconded. Motion carries.

#### **Legislative Report**

Batt will send his final draft of the retailer legislation after reviewing with Dolsby. The first day of legislature will be January 11<sup>th</sup> and is expected to be a short session ending by March 31<sup>st</sup>. Batt and Dolsby will be meeting with the Idaho State Police in January.

#### **Northwest Center for Small Fruits Conference – March 8-10, 2016**

Northwest Center for Small Fruits Research is an organization made up of members from Oregon, Washington and Idaho. They work on the behalf of small fruits, including berries and grapes. Dolsby would like a board member to attend the conference in Washington DC to represent Idaho. Alger nominated Williamson to attend. Bitner feels it is worth the Commission's time to attend and represent.

Next Commission Meeting: January 14<sup>th</sup>, 2016, Following Action Planning Session, Holland & Hart

## **Subcommittee Reports**

### **Events**

#### **Thanksgiving Weekend – November 27<sup>th</sup>-29<sup>th</sup>, 2015**

Eleven wineries participated, total advertising value of \$5,527, total co-op ad value of \$3,577, with each winery paying \$300. Ads ran in Idaho Business Review, Idaho Statesmen, Boise Weekly, Cumulus Radio, Great NW Wine, Salt Lake City Weekly and Northwest Travel Magazine. Twenty-three wineries participated in the Thanksgiving Press Release that was sent out on November 2<sup>nd</sup> to nearly 3,000 people. For social media, Facebook: 8 posts, 3,993 reach and 500 engagements; Twitter: 6 posts, 8,002 reach and 59 engagements; Instagram: 13 posts and 269 engagements.

#### **Eagle Foothills AVA Launch**

The Eagle Foothills AVA was approved November 25<sup>th</sup> with a press release going out the same day. An article on the approval was on the front page of the Idaho Statesman on Thanksgiving Day. Ads were placed in Idaho Business Review and Idaho Statesmen.

### **Marketing**

#### **Website Metrics**

Christison presented the website metrics for November at 3,969 page views. Top five cities were Boise, Meridian, Nampa, Los Angeles and Provo. Top five states were Idaho, California, Utah, Washington and Oregon. Top five visited winery pages were Potter Wines, 3 Horse Ranch Winery, HAT Ranch Winery, Annadelle Winery and Weston Winery.

#### **Social Media Monthly Numbers**

Christison presented the social media numbers for November. Facebook has 3,339 likes with a reach of 47,972 people and 3,930 engagements (link clicks, likes and shares). Twitter has 5,078 followers with a reach of 20,499 people and 174 engagements (link clicks, re-tweets and favorites). Instagram has 1,059 followers and an engagement of 723. Pinterest has 174 followers, 2,408 average monthly viewers and 33 average monthly engagements.

#### **Restaurant of the Year**

Bennett has done research on Washington programs and will look into other state programs. The Board will further discuss this at the Action Planning session in January.

### **Media Tour**

The Commission is in the middle of planning the Northern Idaho media tour. It will take place in June 2016 with 10 national media attending. The Commission will be partnering with Idaho Preferred, Department of Tourism and the Lewis-Clark Valley Wine Alliance.

The Industry Boot Camp will take place in September 2016. Along with trade, the Commission will be inviting local media.

The Commission is currently planning a Harvest Tour for Southwestern Idaho. It will take place in September 2016 with 10 national media attending.

### **Education/Research**

#### **Annual Meeting – February 24<sup>th</sup>-25<sup>th</sup>, 2016 at the Riverside Hotel**

The Commission has secured Kat House to run the Vintage Tasting. With the lower yields of Idaho fruit this year, out of state fruit used by an Idaho winery will be accepted. Each state will be lumped together to give growers and winemakers the opportunity to taste the differences between each state. Winemakers must provide two 750ml bottles of each wine submitted and wine must be submitted to attended. Growers are invited to attend without submitting wine.

Christison will create a Vintage Tasting social media kit for attendees to use on social media following the Vintage Tasting. Christison will also create a photo for wineries to use on member's social media, inviting people to attend the Annual Meeting.

Bennett is in communication with all speakers and Dirks is finalizing all logistics.

### **Extension – University of Idaho**

Dolsby is meeting with Kim O'Neil to discuss the possibilities of an extension person through University of Idaho. The new Dean will be in town February 17<sup>th</sup> to meet with the Commission.

### **Action Planning Session – January 14<sup>th</sup>, 2016 – 9 am – Holland & Hart – 17<sup>th</sup> floor**

The Board will be conducting the yearly action planning session on January 14<sup>th</sup> at Holland & Hart, LLC in Boise. The Board will be discussing future projects and goals for the Commission.

### **Executive Director Report**

#### **Membership/HR**

- Annual Meeting Planning
- Wine Quality follow up
- Marketing RFQ
- Action Plan review
- Extension person
- Switching Banks

#### **Marketing**

- Planning for Summer Media Tours
- Planning new video
- Riesling Rendezvous Planning
- Sunset Magazine 2016 planning
- Industry (restaurant boot camp)
- Brainstorming AVA Launch
- Wine Fly Free
- Launched Eagle Foothills AVA
- Preparing for Lewis Clark AVA
- Thanksgiving Weekend Promotions
- Savor Idaho Prepping

#### **Meetings**

- 11/13 Sunnyslope Meeting
- 11/17 SWITA Board Meeting
- 11/17 CVB Board Meeting
- 11/17 Mayor's round table
- 11/20 Bren Herra Journalists
- 11/23 Meeting with 3 Horse Ranch
- 11/24 Wine America Conference Call
- 12/2 BYP Lunch
- 12/3 LB Holiday Party
- 12/7 BCVB
- 12/8 Fahlgren Monthly Meeting
- 12/8 Kat House
- 12/9 Fahlgren Holiday Lunch
- 12/9 CVB Merger Press Conference
- 12/10 Boise Chamber Board Meeting
- 12/15 Eric Dept of Ag
- 12/15 Idaho Preferred and Tourism Lunch
- 12/15 United Dairymen
- 12/16 Food Producers

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**Adjourn**

Sanborn moved to adjourn the meeting at 10:44 am. Alger seconded. Motion carries.